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PHILIP MORRIS USA

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: SSDs

FROM: Trade Marketing/Jack Mansmann

SUBJECT: Marlboro Leadership Program II

DATE: June 7, 1993

Attached are full details of the Marlboro Leadership Program II.

MLPII has maintained most of the program elements of MLPI. However, there are changes as noted below:

Changes

- Program dates June 21, 1993 to August 8, 1993
- New Promotion Codes for MLP II
- Six week program in non-minimum price states eliminated
- New Van kits forced out with additional POS and allocation of 50 pack set sells
- Approval process for additional part timers

cc: F. Alfieri
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